MELANIE FRITZSCHE

melaniefritzsche@gmail.com | 512.656.7455

- 7+ years of B2B and B2C marketing and advertising experience
- Fluent in Spanish with strong grasp on multicultural markets, brand strategy and communications covering various industries
- Strong client relations, digital account management and interpersonal skills with the ability to help ladder up strategic marketing principles & consumer insights into established business goals & objectives
- Working knowledge in web and graphic design, HTML/CSS as well as social media best practices and media standards
- Organized team player with positive outlook and attention to detail; known for problem-solving and being resourceful with a strong creative thinking and design aesthetic
- Skilled in researching, strategizing, and writing for target audiences including content development for press releases, ads, promos, and web

EDUCATION

St. Edwards University | Austin, TX | Dec 2009
B.S. Communication Studies: Marketing Communications
Dean's List for Academic Excellence

WORK EXPERIENCE

Not A Polygon LLC | Houston, TX | June 2013 – Current
Brand Strategy and Marketing Consultant
Digital start up offering e-commerce, web development, interactive media, graphic design, branding and printing solutions.

- Developing company processes, setting up internal business framework and online accounting while hiring the best talent for each project.
- Secured new business that evolved into successful, satisfied and profitable clients, leveraging analytics for retention and growth.
- Managing the delivery of effective web and e-commerce solutions and providing recommendations to improve client business.

Adcetera | Houston, TX | May 2011 – June 2013
Sr. Account Executive
Advertising, marketing & strategic firm that offers interactive media, merchandising, publishing and branding.

- Directly supervised a team of 4-6 direct reports and indirectly managed other channels including the creative and digital teams.
- Developing creative briefs + directing internal and external resources to evolve and enforce the vision and goals at hand.
- Recognized by clients as a trusted advisor who consistently produces results in the best interest of the client.

Lopez Negrete Communications | Houston, TX | March 2010 - May 2011
Project Manager
The nation's largest independent, Hispanic owned and operated, full-service agency specializing in Hispanic marketing.

- Charged with managing deliverables, timelines, brand stewardship and financial growth of multiple accounts while delivering exceptional agency services in compliance with scopes of work.
- Spearheading and overseeing advertising projects through the entire project management cycle, from conception to execution.
- Played a key role in securing new business opportunities as member of pitch teams within the agency.

Daversa Partners | Austin, TX | Nov 2009 - March 2010
Associate Recruiter
A high-impact retained executive search firm purpose-built to recruit technology executives who drive growth.

- Researching and understanding the latest industry knowledge and complex business models to locate and build a network of high-power executives that promote success and are up to date on current trends.
- Setting up and attending BD meetings with Venture Capital firms and CEOs. Maintaining a strong network and presenting qualified candidates, coordinating interview process, and negotiating offers to help both parties find a fulfilling match.

LatinWorks Marketing Inc. | Austin, TX | Jan 2006 - Nov 2009
Creative Strategy and Copywriting
One of the top Multicultural Marketing, P.R., Digital Media and Advertising agencies in the US.

- Developing creative content and marketing plans; implementing studies aimed at unveiling consumer attitudes & trends.
- Optimal research and critical thinking skills: leveraging strong understanding of Spanish and English language and culture.
- Supporting overall project goals and expectations with client partners and key stakeholders.

*References available upon request